





Regional Collaboration

Launched in 2022, Cleaner California Coast unites Marin, Sonoma, and Mendocino counties to address coastal litter and visitor impacts, in partnership with Leave No Trace.

Awareness, Education & Engagement Promoting a Coastal Ethic through consistent, strategic communications, co-branded signage, local media storytelling, and hands-on public outreach.

Zero-Waste Coordination Supports community-driven waste reduction and diversion via Eco-sorting stations and access to Event Library with reusable dishware at events and gatherings.

Coalition Building CCC Serves as a facilitator and connector, fostering cross-county collaboration to protect coastal resources and strengthen long-term stewardship.

Keep California's Coast Clean Your help protects the coast for everyone.

Trash is one of the greatest threats to marine wildlife. You can help reduce it by following these four guidelines:

Know Before You Go



- Bring your foods or liquids in
- Avoid single-use plastics and styrofoar
- Plan your trip to include public

Trash Your Trash



- If trash cans are unavailable or overflowing, pack out all trash with you.
- Fishing line, tackle, and cigarette butts should also be disposed of in their
- Give back. Pick up additional litter and recycle when possible.

What To Do With Poop



- · Use public restrooms and not trails and
- Dispose of diapers into available trash cans or pack them out.
- Pick up pet waste in bags and place into

Be Considerate of Coastal **Communities**



- · Reduce the trash burden on communities by disposing of your waste at home.
- Use public restrooms to keep drinking water
- Be considerate of others you are sharing the

You can help significantly reduce trash in the coastal zone. Join us!







Mantenga Limpia la Costa de California Su ayuda protege la costa para todos.

La basura es una de las mayores amenazas para la vida marina. Puede ayudar a reducirla siguiendo estas cuatro recomendaciones

Prepárese **Antes De Ir**



Bote Su Basura



- El hilo de pescar, los aparejos y las colillas
- basureros correspondientes. Contribuya recogiendo basura adicional y reciclando cuando sea posible.

Qué Hacer con los Desechos Orgánicos



- Utilice los baños públicos en lugar de los senderos y las playas.
- Deposite los pañales en los contenedores

Sea Considerado con las Comunidades Costeras



- Reduzca la carga de basura en las comunidades desechando su basura en casa.
- las que comparte los espacios de aire libre.

Usted puede ayudar a reducir significativamente la basura en las 🔳 🚉 🖫 zonas costeras. ¡Únase a nosotros! Aprenda más en cleanercoast.org





Grant Updates



2024/2025 Submitted:

- Zero Waste Marin: community workshop
- Sea Grant: Bridging Science and Community
- West Marin Fund Community Enrichment
- Marine Protected Area Coastal Quest
- West Marin Fund Organizational Effectiveness
- Arts in California Parks Planning Grant

New Grant Opportunities:

- Whale Tail Grant due Sept 24 (California Coastal Commission)
- Community Foundation of Mendocino County

What's Next:

- Exploring Corporate Sponsors
- County Expansion Strategy

Point Reyes Information Hub







Partnering for Stewardship



- A collaboration with Marin
 Convention and Visitors
 Bureau, National, State and
 County Parks, and local
 place-based organizations.
- Strategic locations like Point Reyes National Seashore amplify our outreach.



What Happens at the Kiosks





Community Connection in Action

- Inform visitors about beaches and trailheads.
- Share Leave No Trace practices and local insights.
- Distribute bilingual materials.
- Collaborative partners supporting park staff, volunteers and coalitions.
- Free Wifi and QR Code resources.

Local Engagement



Bridging Parks and People

- Promote local community events and programs.
- Share tips about park access, trails, and Leave No Trace practices.
- Encourage volunteerism and local stewardship.







Support in the Field





Being Present Where It Matters

- Represent Cleaner California Coast at high-traffic locations and sensitive areas.
- Offer support during peak visitor times and special events.
- Engage with the public through real conversations—not just signage.

Coalition Meetings



Your Voice, Your Coast

- Attend Mendocino County and regional coalition meetings.
- Provide updates from the field.
- Strengthen cross-agency collaboration.
- Learn about funding and collaboration opportunities.



Questions & Opportunities



- How can this model inform a Kiosk for Gualala?
- Ideas for deeper community involvement?
- Questions/ Comments?

